

**TITLE: TOURISM & MARKETING DIRECTOR**  
**LEVEL: M-10 \$57,596 - \$70,225**

**FUNCTION:** Oversees all aspects of the City's Tourism and Marketing in order to promote New Bedford and the various components of its cultural community.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:** Researches conditions in local, regional and national areas to determine potential market to promote New Bedford. Responsible for marketing for the City of New Bedford. Promotes City attributes, develops innovative methods of utilizing resources, develops marketing plan for increased development, establishes research methodology and design format for data gathering. Examines and analyzes statistical data to forecast marketing trends. Organizes and manages the City's Tourism Visitor Center, as well as all aspects of the City's tourism efforts. Coordinates activities and information from private and public concerns that relate to tourism in New Bedford. Determines work procedures and expedites workflow; studies and standardizes procedures to improve efficiency and effectiveness of operations. Acts as liaison between various public and private organizations and institutions. Speaks before various groups, organizations and clubs to promote New Bedford's goals and activities. Attracts and organizes volunteers, and communicates effectively with the public. Manages and supervises assigned operations to achieve goals within available resources. Provides leadership and direction in the development of short- and long-range plans; gathers, interprets and prepares data for studies, reports and recommendations; coordinates department activities with other departments and agencies as needed. Provides professional advice to supervisors; makes presentations to boards, commissions, civic groups and the general public. Assures that assigned areas of responsibility are performed within budget; performs cost control activities; monitors revenues and expenditures to assure sound fiscal control

The above covers the most significant responsibilities of this position. It does not, however, exclude other occasional duties, the inclusion of which would be in conformity with the level of the position.

**QUALIFICATIONS:** Bachelor's degree in business management, public administration, marketing or closely related field, and five years' professional and supervisory experience; or any equivalent combination of education and experience. Extensive knowledge of the City of New Bedford and Southeastern Massachusetts demographics; excellent written and oral communication, managerial and interpersonal skills. Knowledge of public programs and services, communications, and publications techniques and practices; understanding of marketing procedures as well as advertising skills.

**PHYSICAL AND ENVIRONMENTAL STANDARDS.** Principal workstation is an office setting. Some outdoor work required in visiting appropriate tourism and marketing areas. May spend extended periods at computer terminal, telephone or operating other office machines; regular lifting and carrying of files, documents, records, etc.; some travel by automobile. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions

**SELECTION GUIDELINES:** Formal City of New Bedford application must be completed. Resumes accepted as additional information; rating of education and experience; oral interview and reference check; job-related tests may be required.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.